

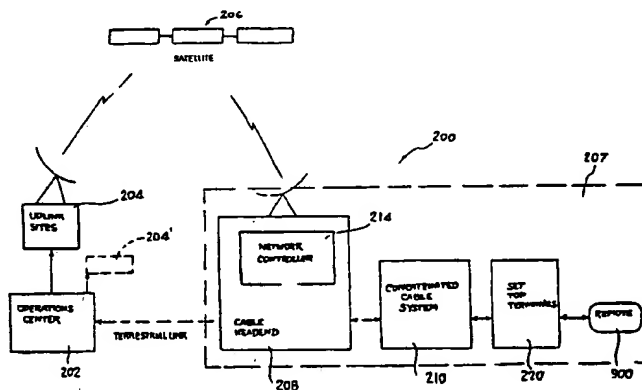
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(54) Title: TELEVISION PROGRAM DELIVERY SYSTEM



(57) Abstract

An expanded television program delivery system (200) is described which allows viewers to select television and audio program choices from a series of menus. The primary components of the system include an operations center (202), a digital cable headend (208), and at least one set top terminal (220) having a remote control (900). The system allows for a great number of television signals to be transmitted by using digital compression techniques. A combined signal is transmitted over satellite to a cable headend (208), which may modify the combined signal for changes or additions in programming or menu content. The combined or modified signal is subsequently distributed to individual set top terminals (220) in the cable network (210). Menus are partially stored in a set top terminal (220) in each subscriber's home and may be reprogrammed by signals sent from the operations center (202) or headend (208). Numerous types of menus may be used, incorporating information included within the video/data signal received by the set top terminal (220). A remote control unit (900) with icon buttons allows a subscriber to select programs based upon a series of major menus, submenus, and during program menus. Various data gathering and analysis techniques are used to compile programs watched information that in turn is used in packaging programs, customizing menu selections, targeting advertisements, and maintaining account and billing information.